



MONTANA WING HEADQUARTERS
CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
PO Box 1887
Great Falls, MT 59404-1887

16 May 2008

PUBLIC AFFAIRS PUBLIC RELATIONS PLAN
Calendar Year 2008

Situation Analysis

The Montana Wing serves the fourth largest of the fifty United States, with a current membership of approximately 250 adult officers and cadets.

Our small units are geographically distant, making group training and activities difficult. The size of our organization results in a limited number of individuals with any experience in any program area.

At present, the Wing Public Affairs Officer is the only PAO assigned to any MTWG unit. There are only three qualified Mission Information Officers in the wing.

Due to the small size of the organization, our recent limited involvement in emergency response or exercises, and lack of public affairs support, we're not widely known or recognized by the aviation community or the general public.

It has been difficult to get content from squadrons for the Wing magazine, which is supposed to be published three times a year, and for the new wing electronic newsletter, which is envisioned as a monthly publication.

Objective I

Increase the number of assigned and active squadron Public Affairs Officers

- Goal: Three squadrons have unique, assigned PAOs by May 2009
- Strategy: The Wing PAO will individually contact each squadron commander and offer one-on-one mentoring to any PAO candidates selected

Objective II

Increase the number of assigned and active Mission Information Officers

- Goal: Begin training two new individuals as MIOs by May 2009
- Strategy: The Wing PAO will individually contact each squadron commander and offer one-on-one mentoring to any PAO candidates selected

Objective III

Increase the frequency of production of the wing newsletter.

- Goal: Produce and distribute 6 editions of the newsletter in Calendar Year 2008
- Strategy: Work with wing staff, squadron commanders and squadron PAOs to comply with the newly instituted MTWG Supplement to CAPR 190-1 requiring monthly reporting of squadron activities.

Objective IV

Increase the frequency of production of the wing magazine.

- Goal: Produce two editions of the wing magazine in Calendar Year 2008
- Strategy: Work with wing staff, squadron commanders and squadron PAOs to comply with the newly instituted MTWG Supplement to CAPR 190-1 requiring each squadron to submit three articles a year for publication in the magazine

Objective V

Increase the material contributed to "Volunteer" magazine to draw national attention to MTWG activities

- Goal: Submit one item a quarter to CAP NHQ for potential publication
- Strategy: Work with wing staff, squadron commanders and squadron PAOs to comply with the newly instituted MTWG Supplement to CAPR 190-1 requiring each squadron to require monthly reporting of squadron activities and submit three articles a year for publication in the wing magazine

Objective VI

Continue to work with the media to increase publicity of wing events and activities

- Goal: Issue either a media advisory or news release in conjunction with every wing wide activity
- Strategy: Dedicate time to prepare each news release and advisory and make follow-up contact with selected reporters, editors and assignment editors

Distribution Via Email:

MTWG MIOs, MTWG SQ/CCs, MTWG Wing Administrator, MTWG/CSs, MTWG/CV, MTWG/CC CAP-USAF
MT State Director, RMR/PA, HQ CAP/PA